Jobs end. Relationships break up. Choosing the right place can be a hedge against life’s downsides.

So writes Richard Florida in *Who’s Your City: How the Creative Economy Is Making Where to Live the Most Important Decision of Your Life* (Basic Books, $26.95), pointing to what might be called the Zen of geography, or joy of place, in achieving personal happiness. This is a Tootsie Pop of a read: academic in tone and presentation, but at the finish, a self-help book with lists of the best large, medium and small regions for singles, gays and lesbians, and families with children, plus an 11-step plan to Place Yourself.

—John Grossmann

**WHO’S YOUR CITY?**

**RICHARD FLORIDA**

That’s the total projected payroll for the NFL’s Washington Redskins this season, the highest in the league. Sounds impressive—and it is—but consider that the money is split between 50-plus players. To provide a little payroll perspective, Golf Digest predicts that Tiger Woods will hit the $1 billion mark in career earnings by 2010. Granted, the NFL is the richest and most profitable sports league in the world, yet Tiger remains at the top of the Forbes Top-Earning Athletes list, while not a single football player makes the top 10. Blame those pesky salary caps. —C.G.